



Time : 3 Hours

BUSINESS STUDIES

Subject Code

H	4	6	5	5
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Total No. of Questions : 37 (Printed Pages : 8)

Maximum Marks : 80

- INSTRUCTIONS :**
- (i) All questions are compulsory.
 - (ii) Question paper contains 37 questions.
 - (iii) Q. Nos. 1 to 16 which includes multiple choice and very short answer type of question for 1 mark each.
 - (iv) Q. Nos. 17 to 22 are of 2 marks each and to be answered in 30 words.
 - (v) Q. Nos. 23 to 30 are of 3 marks each and to be answered in 60 words.
 - (vi) Q. Nos. 31 to 37 are of 4 marks each and to be answered in 100 words.
 - (vii) There is no overall choice, however internal choice is provided in Q. Nos. 24, 29, 30 and 35.

1. Surya Limited provides medical facilities and regular health checkups to the local people staying around.

Identify the objective of management being fulfilled in the case above. 1

- Profit objective
- Survival objective
- Social objective
- Organisational objective

2. An individual who seeks a professional degree must attempt and clear the prescribed examinations.

Name the feature of "Management as a profession" that is revealed in the above statement. 1

- Service motive
- Restricted entry
- Formed by experimentation
- Cause and effect relationship

3. Which principle of Scientific Management initiates a mental revolution leading to a change in the way of thinking on part of management and workers ? 1

- Harmony not discord
- Science not rule of thumb
- Co-operation not individualism
- Maximum, not restricted output

4. A company made a research which resulted in reducing wastages and eliminating superfluous varieties in the process of production.

Identify the technique of Scientific Management applied here. 1

- Time study
- Motion study
- Fatigue study
- Simplification of work

5. Which of the following is a financial incentive ? 1
- Job enrichment
 - Co-partnership
 - Employee recognition
 - Employee participation
6. Which of the following is **not** a quality of good leader ? 1
- Integrity
 - Initiative
 - Indecisiveness
 - Self-confidence
7. Aircel Limited took a decision to acquire and upgrade to a new modern plant and machinery.
- Identify the financial decision involved. 1
- Dividend decision
 - Working capital decision
 - Capital budgeting decision
 - Short-term investment decision

8. DGL enterprises offers the consumers a wide variety of products in terms of quality, prices, sizes, etc.

The consumer right that has been referred to here is 1

- Right to Choose
- Right to Safety
- Right to Seek Redressal
- Right to be informed

9. Sunlight Limited decided the broad parameters for choosing vendors for procuring supplies of raw materials required for its company.

Identify the type of plan. 1

10. What is the meaning of the term 'Placement' in the process of staffing ? 1

11. Name the technique of analysing deviations where only significant deviations from a plan are brought to the attention of management. 1

12. Name the money market instrument of short-term borrowing issued by the Government of India also known as zero coupon bonds. 1

13. Which statutory body is formed by the Government of India to protect interest of investors and regulate the share markets ? 1

14. Name the philosophy of marketing when the business firm takes efforts to improve the features and quality of the goods manufactured. 1

15. The manager considers the cost of advertising, packaging as well as the expenditure of distribution in order to fix the price of the product.

Which is the factor of price determination being referred to in the above statement ? 1

16. Name the element of promotion mix which involves an oral presentation of message in the form of a conversation with one or more prospective customers for the purpose of encouraging the sale. 1
17. Enumerate *four* features of "Co-ordination". 2
18. Name the *four* personnel under Planning Incharge in the scientific technique of functional foremanship. 2
19. Recently Indian Railways have modernized its rail network and launched new solar bullet trains which will help to reduce carbon emission.
- Which dimension of business environment is highlighted in the statement ? Briefly explain the same. 2
20. A group of employees having lunch in the canteen started discussing about the behavior of the superior.
- Identify and briefly explain the type of communication. 2
21. Mention *four* widely used sales promotion techniques to sell a variety of consumer goods. 2
22. Ms. Shweta recently purchased a laptop costing Rs. 2 lakhs from Techkart online shopping website. On receiving the product, she found it was damaged. She approached the seller who refused to resolve the issue.
- Name and briefly explain the Consumer Redressal agency where she can file a complaint under the Consumer Protection Act, 2019. 2

23. A company is faced with the following situations : 3
- (a) There is no mutual trust and team spirit. There is no sense of belongingness amongst the employees.
 - (b) Newly appointed employees are expected to perform and achieve the outputs within a short span of time in their service without giving them time to adjust to the new changes.
 - (c) Employee had to utilise 'Gang Plank' in order to communicate quickly because of emergency.

Identify the *three* principles of management given by Fayol in the above situations.

24. Explain *three* benefits of the policy of Decentralisation of authority. 3

Or

Explain *three* points that highlight the importance of Delegation in the organisation.

25. Senior Enterprises made the following recruitment decisions : 3
- (a) Being competent and hardworking Ashish an employee has been moved up in the hierarchy as manager.
 - (b) Further the company decided to fill up vacancies by shifting a few employees to a newly set up branch.
 - (c) The company published some of the vacancies in the leading newspaper as well.

Name and briefly explain the *three* sources of recruitment used by the enterprise.

26. Describe *three* selection test used to choose suitable candidates during the selection process. 3

27. "Controlling is an important function of management." Justify giving *three* reasons. 3

28. Which financial markets deal with the following ? 3

(a) When the instruments traded have a maturity of less than one year.

(b) When the financial securities under capital market are being issued for the first time.

(c) When it deals in the purchase and sale of previously issued securities.

29. Describe the *three* indirect channels of distribution. 3

Or

Explain the objections raised against advertising (*three* points).

30. Explain the importance of consumer protection from business point of view (*three* points). 3

Or

Analyze the need for consumer protection from the consumer's point of view. (*three* points).

31. "Presence of management results in efficient accomplishment of selected aims." Elaborate by highlighting the features of management. (*four* points). 4

32. Explain the impact on the Indian corporate sector due to the government policy changes on business and industry. (*four* points). 4

33. Describe the following steps in the planning process : 4

(a) Setting objectives

(b) Developing premises

(c) Identifying alternatives

(d) Evaluating alternatives.

34. Explain the steps in the process of organising in an enterprise. 4
35. Explain *four* psychological barriers to communication. 4

Or

- Explain *four* organisational barriers that hinder effective communication. 4
36. Explain *four* factors that determine the working capital requirement of a firm. 4
37. Which function of marketing gives name and identity to the product ?

Describe the following additional functions of marketing : 4

- (a) Market planning
- (b) Product designing and development
- (c) Pricing of products.